

CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

<u>Contract / Revision</u> 493572 /		<u>Alt Order #</u> 06314963
<u>Product</u> JOE HECK FOR CNGRS		
<u>Contract Dates</u> 09/17/12 - 09/30/12		<u>Estimate #</u> 2690
<u>Advertiser</u> Joe Heck For Congress		<u>Original Date / Revision</u> 09/13/12 / 09/27/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	09/17/12	09/21/12	Fox 5 News at 5	5-530p		:30			NM	5	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MTWTF--				5	\$285.00			
N 2	KVVU	09/24/12	09/28/12	Fox 5 News at 5	5-530p		:30			NM	5	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	MTWTF--				5	\$285.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	KVVU	09/24/12-09/30/12	Fox 5 News at 5	5-530p	MTuWThF----	:30		\$285.00	NM		
			See MG 2.6									
	6	KVVU	09/28/12-09/28/12	Fox 5 News at 6pm	M-F 6-630pm	-----F----	:30		\$285.00	NM		
	Ⓜ MG for 2.3 09/27											
Totals											10	\$2,850.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/28/12	10	\$2,850.00	\$2,422.50
Totals	10	\$2,850.00	\$2,422.50

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP HEADLINE# 6314963 TRF# 493572
\$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP SEP27/12 12.00
*** KVVU-TV ***

ADV # ADV. NAME POLI/J HECK /R/CON/NV REP. # OFF. # 762 SALESMAN #
AGY # AGY. NAME STRATEGIC MEDIA PLACEMENT BUYER NAME WHITNEY EVERSOLE

7669 STAGERS LOOP SALES PRSN PH- TERESA DIFURIA
DELAWARE, OH 43015

ORDER # CONTRACT # 6314963 CLASS: NATL. LOCAL REGIONAL

PRDCT JOE HECK FOR CNGRS EST#2690 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP17/12 SEP30/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP27/12 12.00

REP: TO ROSE
FR NIKKI
OKD M1 SEE LINE 3
TOTAL SAME
PLS CNF THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
JOE HECK FOR CONGRESS ... 10 MIN SEP

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 2690

2	S		500P-530P	30		\$285.00	9/24	9/28	4		M-F	4
PROGRAM : NEWS												
CON COM1 : MAX 1X DAY												

3	A		600P-630P	30		\$285.00	9/28	9/28	1		FRI	1
PROGRAM : NEWS												
ORD COM1 : SPOT N/A. MG IN 6P NEWS. PRE-BOOKED PLS APPROVE.												
THIS IS A MAKE-GOOD FOR SEP24 ON LINE-2 FOR 1 SPOT/WK												

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STATION MAKEGOOD OFFERS:												
M1	OK'D	BUY#2	MISSED:M-F/500P-530P				SEP24		30S	\$285.00	(SEP26/12)	
			OFFER:FRI/600P-630P				SEP28		30S	\$285.00	PLS ADVISE.	
			CMT:SPOT N/A. MG IN 6P NEWS. PRE-BOOKED PLS APPROVE.									

SEP/12	\$2,850.00											CONTRACT TOTAL	\$2,850.00
												TOTAL SPOTS	10

MARKET TOTALS \$142,500 KVVU 2% KSNV 30% KLAS 32% KTNV 31% KVMY 3% KVCW 1% CABL 0% KTUD 1%

STATION PRICED HIGH ON CPP PER BUYER. SMALL POINTS & \$ OVER 3 WKS. WE WERE NOT BOUGHT ON THE LAST FLIGHT WAS ABLE TO CONVINCE BUYER TO LOOK AT OUR EN.

SVC- NSI
DEMOS- RA50+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE